

FOR IMMEDIATE RELEASE

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Riverwest Boasts Two New Green Homes

- Pragmatic Construction plants LEED certified Green homes in the heart of Riverwest



[Milwaukee, Wis.], [01/07] – Pragmatic Construction LLC, A Green design-build firm specializing in the integration of multiple green principles and technologies completed construction on 2 sustainable homes that are now on the market for sale in the Riverwest Neighborhood. The homes located at 702 and 708 E Hadley Street are anticipated to be the first LEED Platinum homes in the state of Wisconsin. Pragmatic's goal was to *push the envelope on energy efficiency, reclaimed materials, durability and healthy-building. With the Riverwest Homes, Pragmatic says we have pushed SUSTAINABLE BUILDING to the limit.*

Some of the many features include; passive solar heating, passive cooling, 96% energy-efficient forced-air backup HVAC , SIP wall construction, bio-based sprayfoam roof insulation, triple-pane windows, tankless hot water, reclaimed hardwood flooring, reclaimed doors, steel, fiber-cement and cedar siding, stained concrete flooring, no-VOC paints and finishes, dual-flush toilets and low-flow fixtures, in-floor radiant heat, energy recovery ventilators. rainbarrels, shared rain-garden, pervious paving surfaces, steel roofing, recycled plastic roofing ,a 2.1 KW PV Array (solar electric), and 2 flat-panel solar hot water arrays. Monthly utility bills of less than \$30 are expected for each house.

Pragmatic applied for a Cash Back Reward from Focus on Energy for the PV system. Focus on Energy offers Cash-Back Rewards for installing a solar electric system, with a maximum reward of \$45,000. Focus on Energy's Renewable Energy Program strives to make renewable energy an attainable option by encouraging Wisconsin residents and businesses to investigate and adopt renewable energy sources. The program offers technical assistance, funding and incentives for site assessments, and maintains active lists of renewable energy contractors.

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Additional funding was secured through We Energies Renewable Energy Program. They also plan on utilizing We Energies Solar Buy Down program which gives an additional .75 cents per kWh produced for the first year by the system.

UrbanRE Vitalization Group LLC installed the 2.1 KW solar electric system. UrbanRE is a local Full Service Solar Electric Installation Firm dedicated to making renewable energy accessible for city of Milwaukee residents

UrbanRE is focused on photovoltaic (PV or solar electric) in the urban environment. Solar can be used on many different types of homes in the city from new construction to existing homes. UrbanRE works with clients such as homeowners, business, churches, schools and non-profits from the early stages of investigating renewable energy systems by performing certified solar site assessments to determine a property's renewable energy potential and offers clients a turnkey and streamlined process from start to finish; including assisting clients with incentive paperwork which can sometimes be a barrier to system installations.

Pragmatic Construction

Pragmatic is a green design-build firm specializing in the *integration* of multiple green principles and technologies. For more information call 414-614-1949 or visit

www.pragmaticconstruction.com

UrbanRE Vitalization Group LLC

UrbanRe assists residents in Milwaukee and South East Wisconsin by performing site assessments, designing and installing solar electric systems in the urban environment.

For more information call (414) 231-3291 or visit www.urbanrevitalizationgroupllc.com

About Focus on Energy

Focus information, resources and financial incentives help to implement projects that otherwise would not get completed, or to complete projects sooner than scheduled. For more information call (800) 762-7077 or visit www.focusonenergy.com

We Energies

We Energies provides financial incentives ranging from \$10,000 to \$100,000 for selected customer-owned renewable energy projects. For more information visit

www.we-energies.com/business_new/altenergy/dirfinance_incent.htm

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